

U[•]SPORTS

BRAND

GUIDELINES

2018 · Version 2.0



PHOTO
Western Mustangs, 2017
ArcelorMittal Dofasco
Vanier Cup, U SPORTS



PHOTO
Carleton Ravens, 2017
ArcelorMittal Dofasco U
SPORTS Men's Final 8,
Trevor MacMillan

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PHOTO
UBC Thunderbirds, 2017
U SPORTS Women's
Volleyball Championship
presented by Jason Rinaldi,
Alex D'Addese



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INTRODUCTION

PHOTO
Raphaelle Cote, 2017
ArcelorMittal Dofasco U
SPORTS Women's Final 8,
University of Victoria

1. Introduction
About Us



Spanning a massive country, a massive network of sporting excellence. Fifty-six universities. Fourteen thousand student-athletes. Over seven thousand events. Fourteen thousand competing for a twenty-one National Championships. Millions of stories.

University sports in Canada have come of age over the past 110 storied years. Now, they track the future under a bold new name: U SPORTS.

U, as in United. Unbeatable. Unsurpassed. Unmissable.

One title, instantly recognizable and identical in both French and English, with one goal. To give our extraordinary athletic performers the place they deserve both at the top of the podium—and the top of every Canadian's sports-watching agenda.

Like our predecessor organizations, CIAU and CIS, U SPORTS continues our role in the administration of competitive sports conducted between member institutions. But as with any 21st century organization, U SPORTS is much more.

Besides on the playing fields, the heart of our new brand is found on a single digital channel – usports.ca. For fans, it provides news and enhanced opportunities for watching live-streamed events. Competitors have their own section where we have centralized the total information structure of university sport. Our commitment is to provide each student-athlete, coach, and organizer with a seamless interface that can access every form of information and engagement they require. At the same time, U SPORTS will continue to expand our presence through enhanced broadcast and digital platforms.

Mostly, though, think of U SPORTS as a new way to highlight and celebrate our remarkable student-athletes. The young men and women who pursue the toughest double major of all: full-time scholar and full-time athlete. The ones who, some day, just might get to say, "I won a U SPORTS National Championship."

U SPORTS

ABOUT US

Our mission is to celebrate our remarkable student-athletes, the young Canadians who pursue the toughest double major of all. Full-time scholar and full-time athlete.

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PHOTO
Adam Sinagra, 2016
ArcelorMittal Dofasco
Vanier Cup, U SPORTS

2. Brand
U SPORTS Emblem
Primary Colours
Applying the Emblem
Typography
Sport Colours

BRAND

Primary Colours

The primary colour palette is comprised of the national colours of Canada – red and white. Black also plays a key role as a bold, neutral background.

Primary Colour Palette

BLACK

CMYK 0, 0, 0, 100
RGB 0, 0, 0
HEX 000000

RED

Pantone 185 C
CMYK 0, 95, 88, 0
RGB 255, 50, 45
HEX FF322D

WHITE

CMYK 0, 0, 0, 0
RGB 255, 255, 255
HEX FFFFFFFF

Emblem

The emblem was inspired by the bold, angular letterforms found on university athletics logos, varsity jackets and uniforms. The maple leaf within the emblem

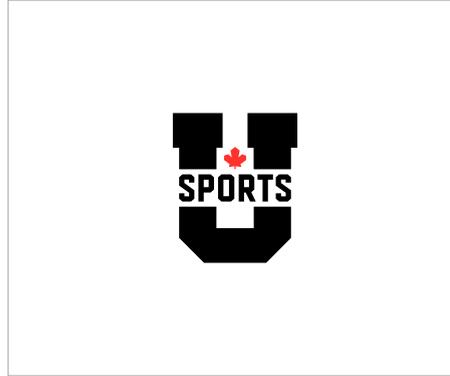
was evolved from a unique leaf found on an old Canadian Interuniversity Athletic Union letterhead from the 1980s.



Emblem Versions

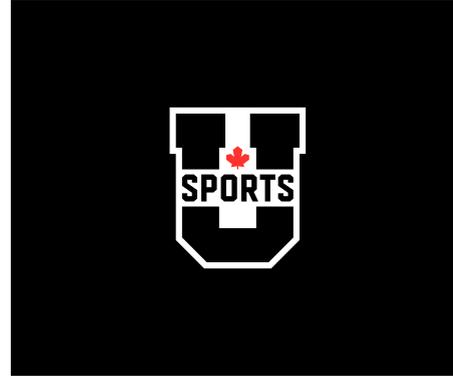
There are four versions of the emblem, as specified here. Alterations or effects of any kind are not permitted.

Preferred Emblem



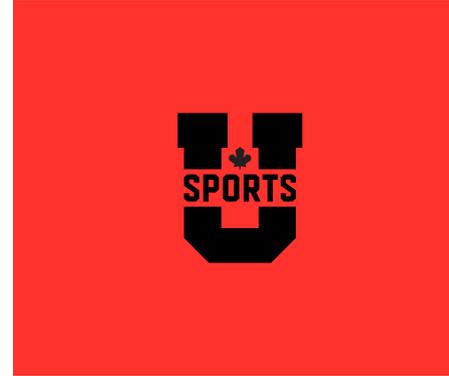
For white backgrounds only.

Contained Emblem



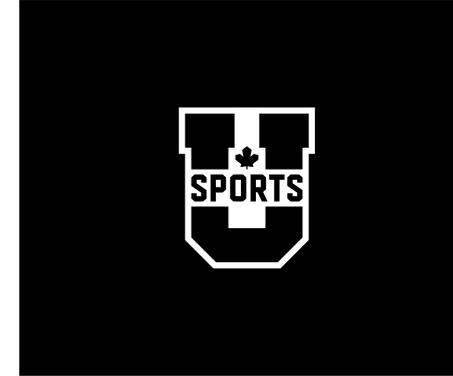
For all background colours and photography.

Black Emblem



For sport background colours (page XX) or when production limitations apply, such as silk-screening or greyscale application.

White Emblem (Special Case Only)



This special case emblem may only be used if a one colour emblem is required on a black background.

NOT PERMITTED



Do not create a reverse (white) version of the emblem.

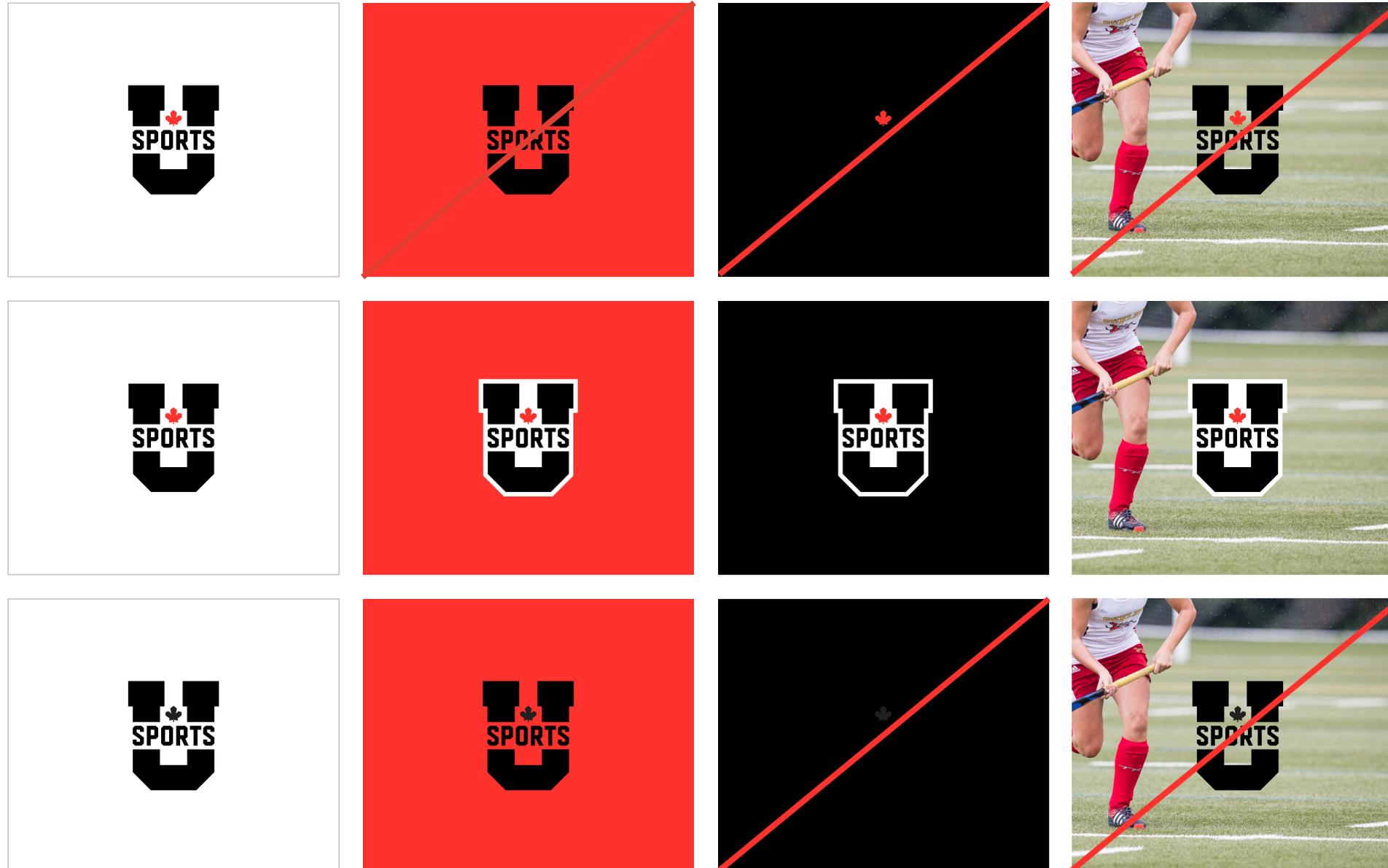
Emblem Backgrounds

Permitted emblem application on primary U SPORTS background colours and photography.

The contained version must be used on all photography. The emblem should be placed in an area with low visual noise.

Alterations or effects of any kind are not permitted. For example, never apply a drop shadow to the emblem.

Versions and Backgrounds



Emblem On Uniforms

When applying the emblem on uniforms the contained emblem must be used. The placement of the emblem should be in a secondary position either on the chest, on the sleeve, or on the back yoke of the uniform.



PHOTO
Marcus Davis, 2015 Arcelor-
Mittal Dofasco Vanier Cup
Presented by Promutuel
Insurance, Yan Doublet

Wordmark

The U SPORTS wordmark may be used in support of the emblem. However, in most cases, the wordmark and emblem should not be applied on the same surface.

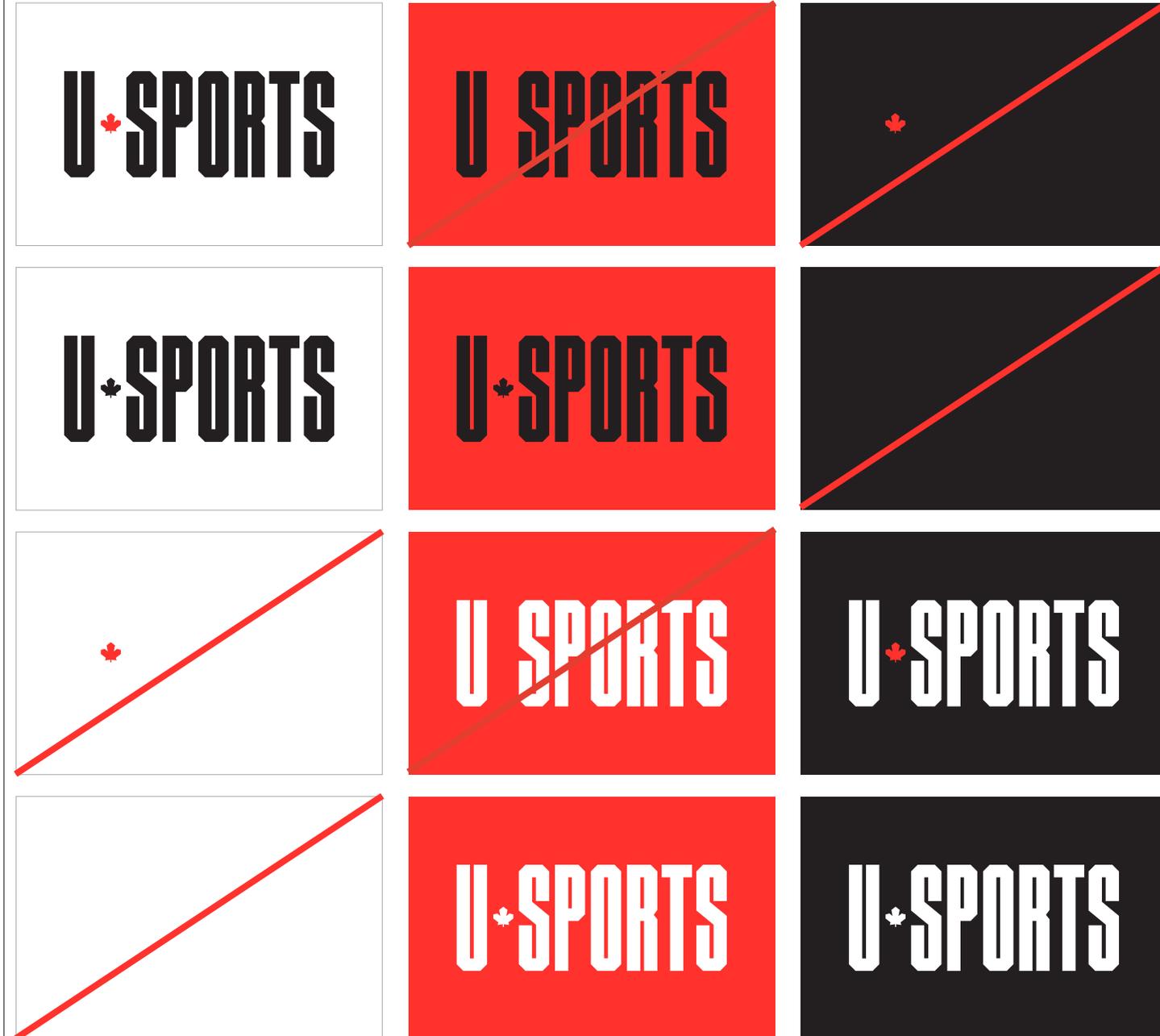
The wordmark for U SPORTS is displayed in a bold, black, sans-serif font. The letters are thick and blocky, with a slightly rounded top. A red maple leaf is positioned between the 'U' and the 'S' of 'SPORTS'. The 'U' is the largest letter, followed by the 'S' of 'SPORTS'. The 'P' and 'O' are also large, while the 'R' and 'T' are smaller. The 'S' at the end is the same size as the first 'S'. The entire wordmark is centered horizontally.

Wordmark

Versions and Backgrounds

There are four versions of the U SPORTS wordmark. Alterations or effects of any kind are not permitted.

Versions and Backgrounds



Typography is an essential part of the U SPORTS brand identity. It helps establish a bold, athletic visual tone of voice.

Primary Typography – Timmons NY

**ABCDEFGHIJKLMNO
PQRSTUVWXYZ
1234567890**

In most instances Timmons NY should be used for large headlines, titles, or any other featured typography. There are no font substitutes allowed if Timmons NY is not available.

Secondary Typography – Neue Haas Grotesk

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmnopqrstu**vw**xyz
1234567890

Substitute Typography – Helvetica

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmnopqrstu**vw**xyz
1234567890

Substitute Typography – Arial

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmnopqrstu**vw**xyz
1234567890

In most instances, supporting and body copy should be set in Neue Haas Grotesk. When Neue Haas Grotesk is not available, Helvetica or Arial may be used.

Typography

Replacing Characters

Timmons NY is a display typeface with a range of alternate characters built in. These alternates should be used whenever possible for the characters N and A, as shown below.

Timmons NY Typeface



This is how "Canada" appears in the standard Timmons NY character set.

Replacing the N and A Characters



In professional design software such as Adobe Illustrator or InDesign, when selecting a character (such as the N or A as shown above) the application will prompt to replace the letter with the alternate.

After Character Replacement



This shows the word "Canada" with the alternate N and A characters. This is the correct typographic execution for all U SPORTS branding.

Webmarks

The primary webmark (Timmons NY) is best suited for large applications and the secondary wordmark (Neue Haas Grotesk) is best for small applications.

Primary Webmark – Timmons NY



Secondary Webmark – Neue Haas Grotesk



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NATIONAL CHAMPIONSHIPS

National
Championships
Branding
MARKET Sports
NON-MARKET Sports

PHOTO
2017 ArcelorMittal Dofasco
U SPORTS Men's Final 8,
Trevor MacMillan

Primary Colours

The primary colour palette for National Championships is comprised of the national colours of Canada – red and white. Black also plays a key role as a bold, neutral background.

Primary Colour Palette

BLACK



CMYK 0, 0, 0, 100
RGB 0, 0, 0
HEX 000000

RED



Pantone 185 C
CMYK 0, 95, 88, 0
RGB 255, 50, 45
HEX FF322D

WHITE



CMYK 0, 0, 0, 0
RGB 255, 255, 255
HEX FFFFFFFF

MARKET National Championships

National Championship events are the showcase and centerpiece properties of USPORTS. They are the culmination of season long competitions and they reflect what the organization is about – striving for excellence.

A brand system has been created for each National Championship. Each system reflects the importance of such competition, and should be used to raise awareness for each event.



PHOTO
UNB Varsity Reds, 2017 U
SPORTS Cavendish Farms
University Cup, University
of New Brunswick

MARKET
Basketball
Final 8

Left: Official mark of the U SPORTS Men's National Basketball Championship.
Right: Official mark of the U SPORTS Women's National Basketball Championship.



Halifax, NS · March 2019



Toronto, ON · March 2019

MARKET Basketball Final 8

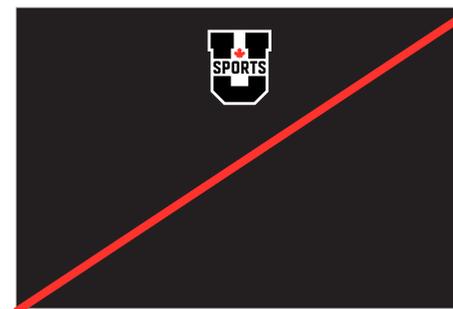
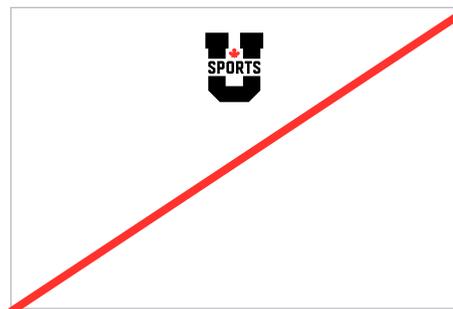
There are three versions of the emblem, as specified here. Alterations or effects of any kind are not permitted.

To preserve legibility and visual integrity, sufficient space should be maintained around each MARKET sport emblem.

Versions and Backgrounds- Do's



Versions and Backgrounds - Don'ts





MARKET Hockey U-CUP

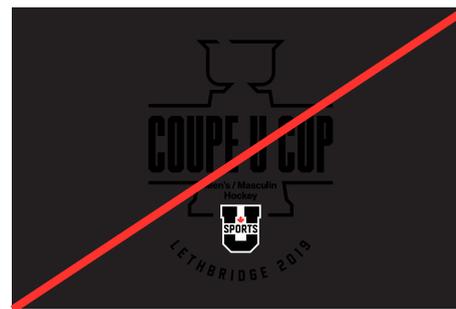
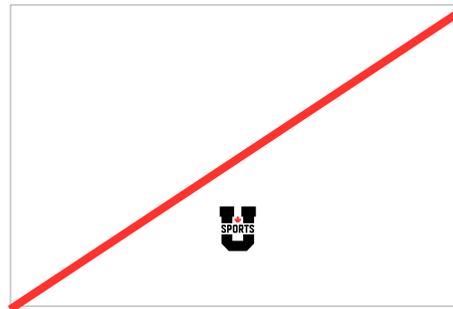
There are three versions of the emblem, as specified here. Alterations or effects of any kind are not permitted.

To preserve legibility and visual integrity, sufficient space should be maintained around each MARKET sport emblem.

Versions and Backgrounds - Do's



Versions and Backgrounds - Don'ts



Left: Official mark of the U SPORTS
Men's Volleyball Championship
Right: Official mark of the U SPORTS
Women's Volleyball Championship



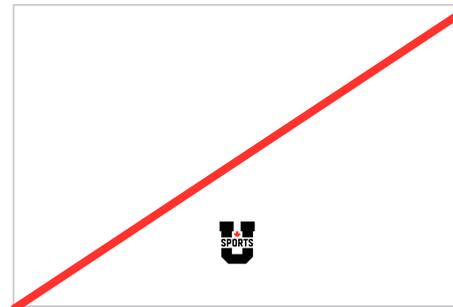
There are three versions of the emblem, as specified here. Alterations or effects of any kind are not permitted.

To preserve legibility and visual integrity, sufficient space should be maintained around each MARKET sport emblem.

Versions and Backgrounds - Do's



Versions and Backgrounds - Don'ts





MARKET
Football
Vanier Cup

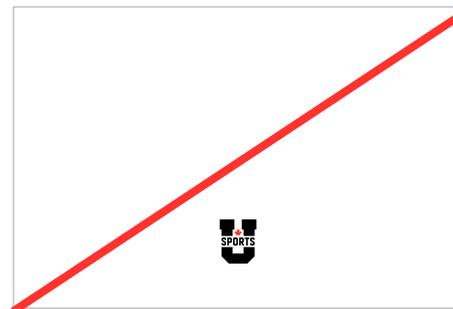
There are three versions of the emblem, as specified here. Alterations or effects of any kind are not permitted.

To preserve legibility and visual integrity, sufficient space should be maintained around each MARKET sport emblem.

Versions and Backgrounds - Do's



Versions and Backgrounds - Don'ts



MARKET
Football
Semi-Finals &
All-Star Game

Each Championship emblem comes in a variety of gender, language, and arrangement variations. The following pages only show one example from each sport. The production files contain all variations. The logos below will be modified in Phase 2 of the brand.

Uteck Bowl
This is a football semi-finals event. It was named after Larry Uteck, a former professional football player and university coach.

Mitchell Bowl
This is a football semi-finals event. The Mitchell Bowl was named after Douglas H. Mitchell, a former Canadian Football League commissioner and founder of the BLG Awards.

East-West Bowl
All-star game which showcases the top U SPORTS football prospects from across the country.

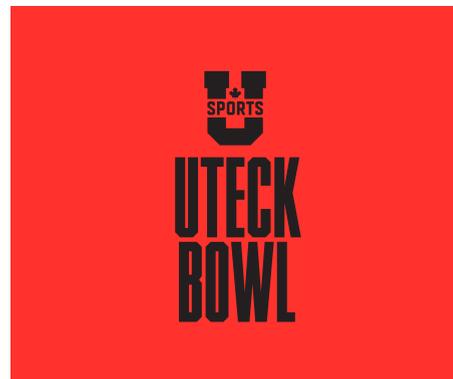
Uteck Bowl



Mitchell Bowl



East-West Bowl





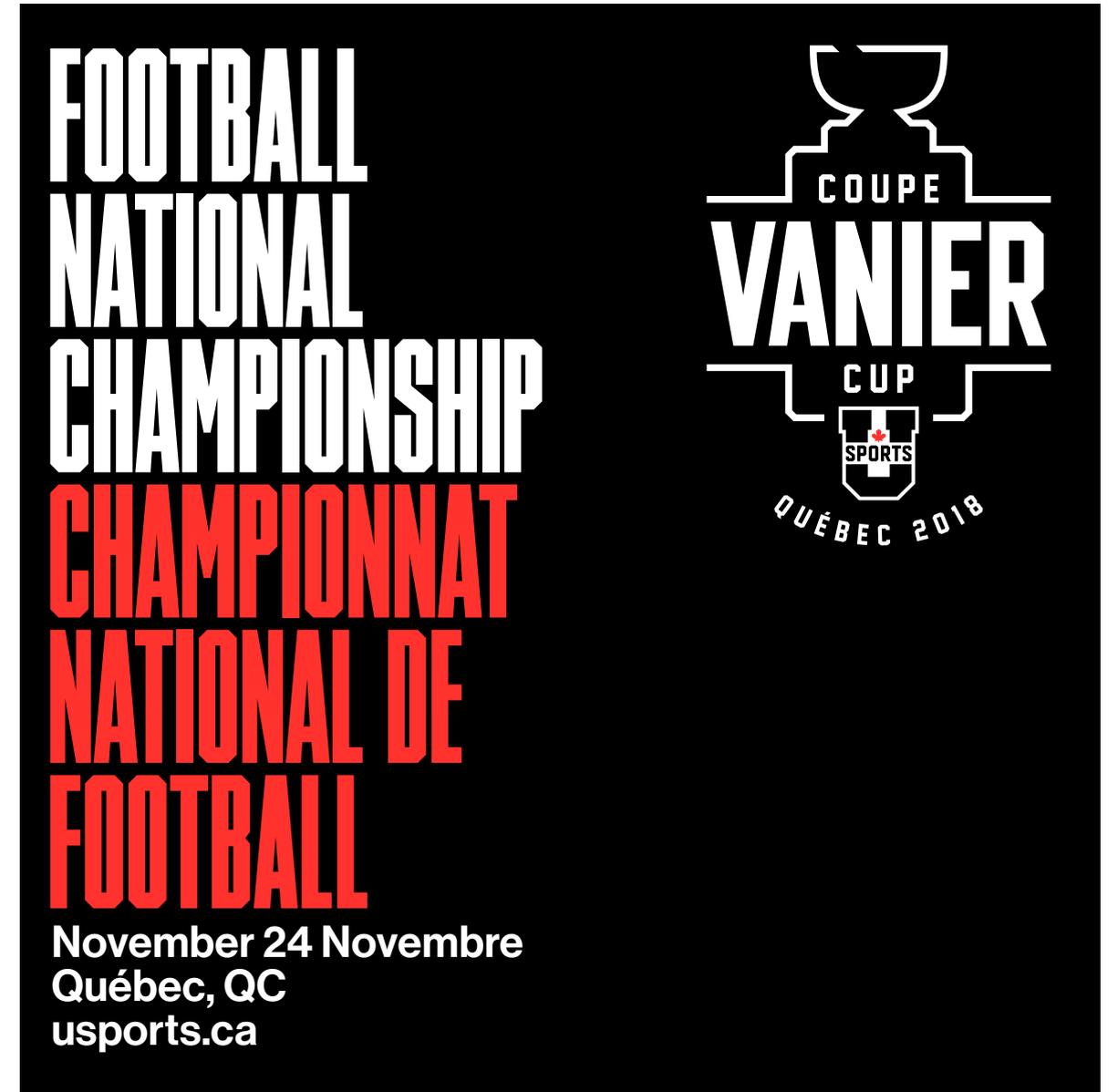
VANIER CUP
NOV 24

Tickets on Sale
Billets sur saueux

COUPE VANIER CUP
SPORTS
QUÉBEC 2018

usports.ca

PHOTO
Laval Rouge et Or, 2016
ArcelorMittal Dofasco
Vanier Cup, U SPORTS



FOOTBALL
NATIONAL
CHAMPIONSHIP
CHAMPIONNAT
NATIONAL DE
FOOTBALL

November 24 Novembre
Québec, QC
usports.ca

COUPE VANIER CUP
SPORTS
QUÉBEC 2018

MARKET
Design Examples

The design principles demonstrated below apply to all MARKET sports.

Applying



Two colour emblem on white background.

Applying



Two colour emblem on black background.

Applying



Two colour emblem on black background with typography.

Applying with Photography



Photographs may be darkened to make the emblem more visible. A black fill with opacity between 50% and 85% is recommended.

Applying with Photography



Apply the emblem and core information in a quiet area of the photograph.

NOT PERMITTED



Do not re-colour any elements within the emblem.



Do not add effects to any elements.



Do not apply National Championship logos on sport background colours.



Do not lighten photographs to create more contrast.



Do not apply the emblem or typography in a position where legibility is compromised.



PHOTO
UBC Thunderbirds, 2017
U SPORTS Women's
Volleyball Championship
Presented by Jason Rinaldi,
Alex D'Addese

NON-MARKET Championship Emblems

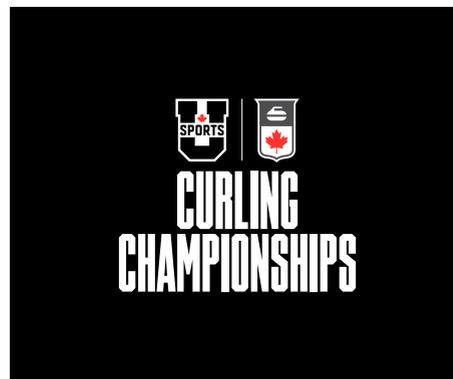
Each NON-MARKET Championship emblem comes in a variety of gender, language, and arrangement variations. The following pages only show one example from each sport. The production files contain all variations.

To preserve legibility and visual integrity, these marks should be surrounded with sufficient space. Do not allow other imagery or other graphic elements to infringe upon the emblem.

Cross Country



Curling



Field Hockey



Soccer



Rugby



NON-MARKET Championship Emblems

Each NON-MARKET Championship emblem comes in a variety of gender and language variations. The following pages only show one example from each sport. The production files contain all variations.

To preserve legibility and visual integrity, these marks should be surrounded with sufficient space. Do not allow other imagery or other graphic elements to infringe upon the clear space.

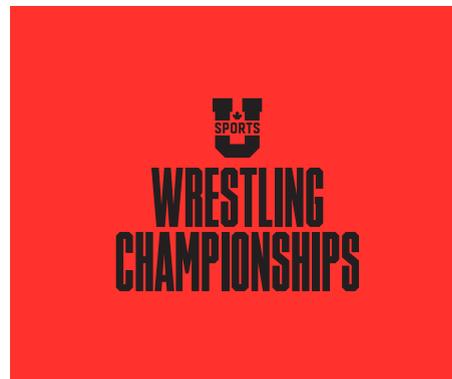
Swimming



Track & Field



Wrestling



NON-MARKET
Design Examples

The design principles demonstrated below apply to all NON-MARKET National Championships.

SWIMMING CHAMPIONSHIPS
NATATION CHAMPIONNATS

FEB 21-23
@ UBC
usports.ca



SWIMMING CHAMPIONSHIPS
CHAMPIONNATS
@ UBC

Feb. 21-23 fév.
Tickets on Sale
Billets sur saiveux
usports.ca

NON-MARKET Design Examples

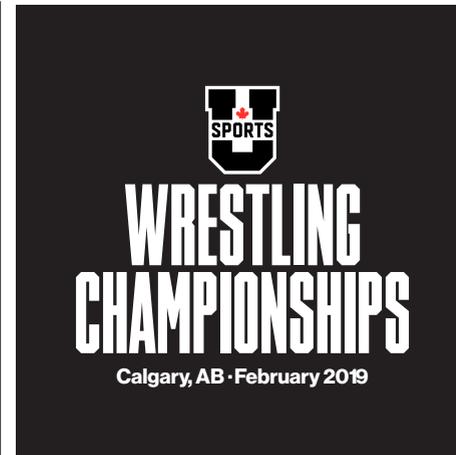
The design principles demonstrated below apply to all NON-MARKET National Championships.

Applying



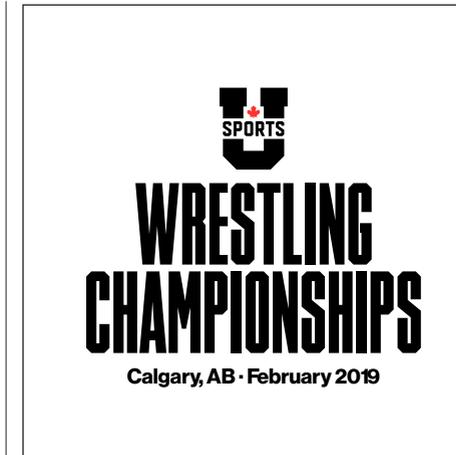
It will often be beneficial to incorporate key messaging (from the Championship emblem) in larger text. If this can be achieved in layout, the championship emblem is not required.

Applying



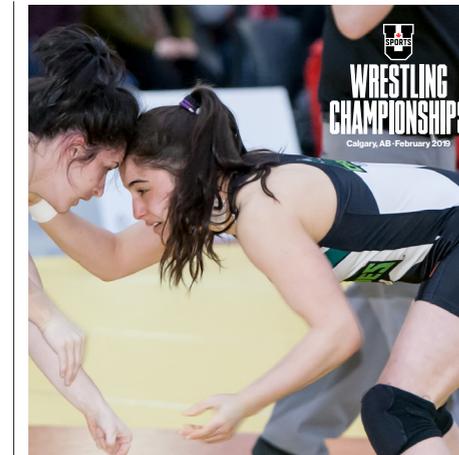
Whenever applying on black the contained emblem must be used.

Applying



Always use the core national championship colours: red, black and white.

Applying with Photography



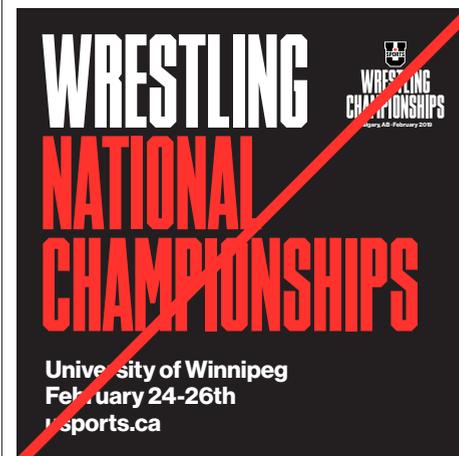
Always use the contained emblem when applying on photography.

Applying with Photography

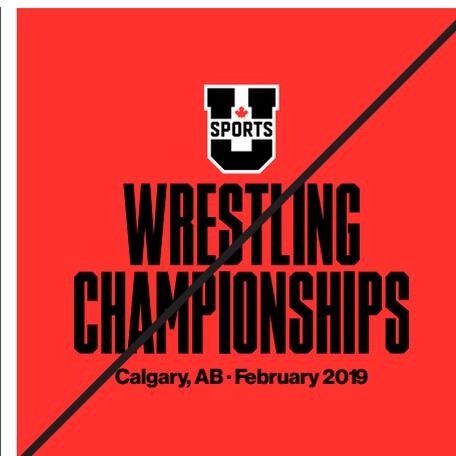


Photographs may be darkened to make the emblem more visible.

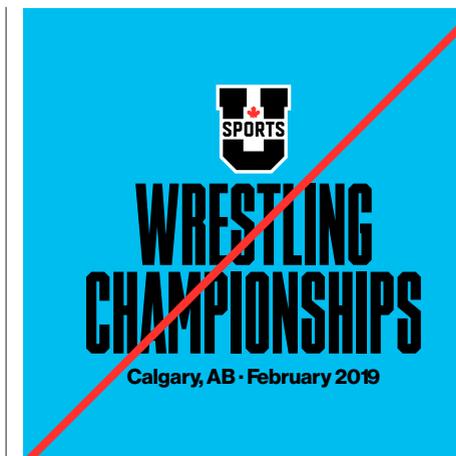
NOT PERMITTED



If the key messaging appears large, the Championship emblem is not required.



Do not apply the black version on top of the U SPORTS red. Use the white version.



Do not apply National Championship logos on sport background colours.



Do not lighten photographs to create more contrast.



Do not apply the emblem or typography in a position where it becomes illegible.

National Championships Event Names

The following examples show how Championships should be referred to in text.

Field Hockey

EN: 2018 U SPORTS Field Hockey Championship

FR: Championnat de hockey sur gazon U SPORTS 2018

Women's Rugby

EN: 2018 U SPORTS Rugby Championship

FR: Championnat de rugby U SPORTS 2018

Men's Soccer

EN: 2018 U SPORTS Men's Soccer Championship

FR: Championnat de soccer masculin U SPORTS 2018

Women's Soccer

EN: 2018 U SPORTS Women's Soccer Championship

FR: Championnat de soccer féminin U SPORTS 2018

Cross Country

EN: 2018 U SPORTS Cross Country Championships

FR: Championnats de cross-country U SPORTS 2018

Mitchell Bowl

EN: 2018 Mitchell Bowl

FR: Coupe Mitchell 2018

Uteck Bowl

EN: 2018 Uteck Bowl

FR: Coupe Uteck 2018

Vanier Cup

EN: 2018 Vanier Cup

FR: Coupe Vanier 2018

Swimming

EN: 2019 U SPORTS

Swimming Championships

FR: Championnats de natation U SPORTS 2019

Wrestling

EN: 2019 U SPORTS Wrestling

Championships

FR: Championnats de lutte U SPORTS 2019

Track & Field

EN: 2019 U SPORTS Track & Field Championships

FR: Championnats d'athlétisme U SPORTS 2019

Basketball (Women's)

EN: 2019 U SPORTS Women's Final 8

Basketball Championship

Short EN: 2019 U SPORTS Women's Final 8

FR: Championnat national du 8 Ultime de basketball féminin U SPORTS 2019

Short FR: Le 8 Ultime de basketball féminin U SPORTS 2019

Basketball (Men's)

EN: 2019 U SPORTS Final 8 Basketball National Championship

Short EN: 2019 U SPORTS Final 8

FR: Championnat national du 8 Ultime de basketball masculin U SPORTS 2019

Short FR: Le 8 Ultime de basketball masculin U SPORTS 2019

Volleyball (Women's)

EN: 2019 U SPORTS Women's

Volleyball Championship

FR: Championnat de volleyball féminin U SPORTS 2019

Volleyball (Men's)

EN: 2019 U SPORTS Men's

Volleyball Championship

FR: Championnat de volleyball masculin U SPORTS 2019

Women's Hockey

EN: 2019 U SPORTS Women's

Hockey Championship

FR: Championnat de hockey féminin U SPORTS 2019

Hockey (Men's)

EN: 2019 U SPORTS University Cup

Hockey National Championship

Short EN: 2019 U SPORTS University Cup

FR: Championnat de la Coupe universitaire de hockey

U SPORTS 2019

Short FR: Coupe universitaire

U SPORTS 2019

Curling

EN: 2019 U SPORTS/Curling Canada

Curling Championships

FR: Championnats de curling U SPORTS/Curling Canada 2019

The following examples show how Championships, Awards and Banquets should be referred to in text.

Champions / Championnes

EN: 2018 U SPORTS National
Champion(s)
FR: (male) Champion(s) canadien(s)
U SPORTS 2018 / (female)
Championne(s) canadienne(s)
U SPORTS 2018

**Awards/Prix
All-Canadians Awards / Prix
Canadiens:**

EN: 2018/2019 U SPORTS
All-Canadian Awards
FR: Prix canadiens U SPORTS
2016-2018

**First Team General / Première Équipe
Au Classement Général:**

EN: 2018 U SPORTS First Team
All-Canadian(s)
FR: Première équipe canadienne
U SPORTS 2018

**Second Team General / Deuxième
Équipe Au Classement Général:**

EN: 2018 U SPORTS Second Team
All-Canadian(s)
FR: Deuxième équipe canadienne
U SPORTS 2018

**First Team By Sport / Première Équipe
Selon Le Sport:**

EN: 2018 U SPORTS Swimming First
Team All-Canadian(s)
FR: Deuxième équipe canadienne de
basketball U SPORTS 2018

**Second Team By Sport/ Deuxième
Équipe Selon Le Sport:**

EN: 2018 U SPORTS Basketball Second
Team All-Canadian(s)
FR: Deuxième équipe canadienne
de basketball U SPORTS 2018

Short/Court:

EN: 2018 U SPORTS First Team
All-Canadians
FR: Première équipe canadienne
U SPORTS 2018

EN: U SPORTS Second Team
All-Canadians
FR: Deuxième équipe canadienne
U SPORTS

**Major Sport Awards / Prix sportif
d'envergure**

EN: 2018 U SPORTS Soccer Athlete
of the Year
FR: Athlète de soccer de l'année
U SPORTS 2018

EN: 2018 U SPORTS Women's Volleyball
Athlete of the Year
FR: Athlète de volleyball féminin de
l'année U SPORTS 2018

**Major Sport & All-Canadian Award
Banquets / Banquets des prix sportifs
canadiens:**

EN: 2018 U SPORTS Football
All-Canadian Awards
FR: Prix canadiens de football
U SPORTS 2018

EN: 2018 U SPORTS Swimming
All-Canadian Awards
FR: Prix canadiens de natation
U SPORTS 2018

National Championships Templates

Templates

U SPORTS will provide each host with MARKETing templates to help brand their National Championship. Each host will receive the following:

- Awards PowerPoint
- Event Poster
- Championship Program Cover

Program

The championship program cover will be provided but it is required to include the following content:

- Team rosters
- Team seed
- Welcome message from Federal Minister of Sport
- Welcome message from U SPORTS CEO
- Ads for National sponsors
- Schedule of events/competitors

Signage

Each host will be provided the following signage from the U SPORTS office:

- 1 Media Backdrop - 8 x 8
- 2 Roll up Banners
- Courtside/ Field side A-frames
- Sponsor courtside/field side A-frames

Creating Additional Branding

U SPORTS encourages all hosts to produce additional branding assets to enhance the event atmosphere. The U SPORTS office must approve of any additional MARKETing materials created.

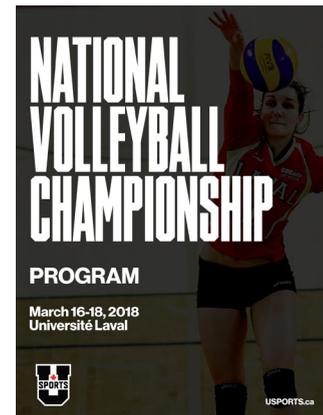
Field of Play

U SPORTS may require on court, scores table and player bench branding. If so, U SPORTS will work with the host, partner, and producer to brand accordingly.

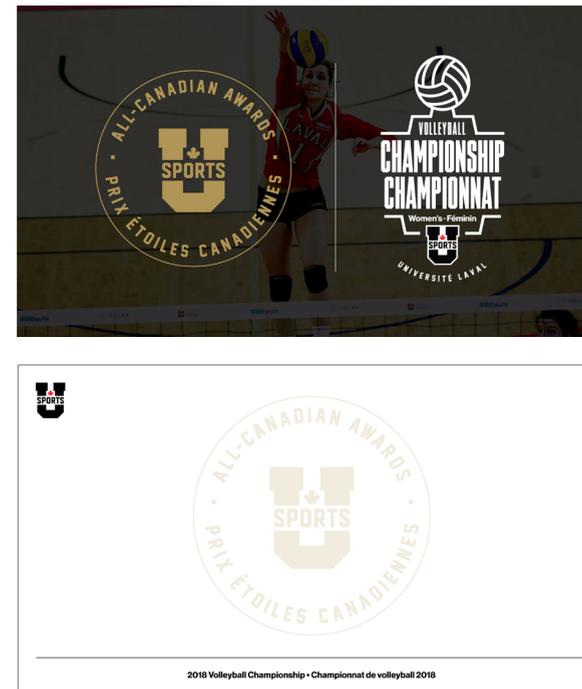
Poster



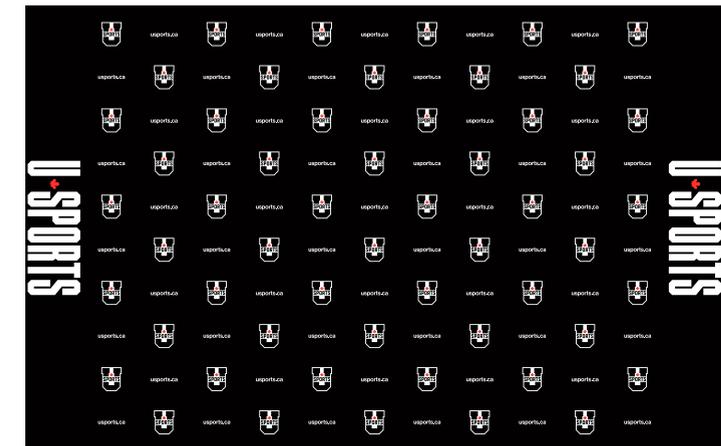
Program Cover



Powerpoint



Media Backdrop



Signage



**National
Championships
Partner Lock-Ups**

Partnerships exist between member universities and other institutions, and public-facing organizations. In order to maintain the integrity of both U SPORTS and its partnerships, the partner lock-up should maintain an even hierarchy between logos.

If a National Championship requires the integration of a sponsor logo, please contact your U SPORTS representative and they can facilitate implementation.

Curling National Championship



Curling National Championship (BL)



2018 Championship Apparel & Merchandise

Championship Merchandise Program

The Host will be provided championship award merchandise for champions and award winners. Please review to the 2017 Championship Apparel & Merchandise book for more information.

Merchandise

In the event the Host elects to create Championship-specific retail merchandise, the Host shall partner with U SPORTS design agency or source their own design agency. However all designs must be approved by the U SPORTS head office.

All-Canadian Awards logo

The All-Canadian Awards logo is used to represent the athletic achievements of our student-athletes. See page ___ for more info.

Championship Merchandise



PHOTO (LEFT)
UBC Thunderbirds, 2017
U SPORTS Women's
Volleyball Championship
Presented by Jason Rinaldi,
Alex D'Addese

PHOTO (RIGHT)
2017 ArcelorMittal Dofasco
U SPORTS Men's Final 8,
Trevor MacMillan

Championship Medals



4



SPORTS

PHOTO
2017 U SPORTS Track
and Field Championships,
University of Alberta

**Writing Style
& Terminology**
Terminology
Tone of Voice

Each sport has its own unique colour inspired by the field of play and the energy of university athletics.

Sport Colour Palette

<p>FIELD HOCKEY</p> <p>Pantone Violet 0631 C CMYK 20, 30, 0, 0 RGB 206, 169, 255 HEX CEA9FF</p>	<p>CROSS COUNTRY</p> <p>Pantone 2290 C CMYK 35, 0, 95, 0 RGB 166, 234, 0 HEX A6EA00</p>	<p>SWIMMING</p> <p>Pantone 333 C CMYK 50, 0, 30, 0 RGB 41, 217, 194 HEX 29D9C2</p>	<p>WRESTLING</p> <p>Pantone 901 C CMYK 70, 15, 0, 0 RGB 0, 188, 240 HEX 00BCF0</p>	<p>TRACK & FIELD</p> <p>Pantone 1645 C CMYK 0, 70, 82, 0 RGB 255, 106, 59 HEX FF6A3B</p>
<p>FOOTBALL</p> <p>Pantone 388 C CMYK 16, 0, 96, 0 RGB 226, 237, 0 HEX E2ED00</p>	<p>RUGBY</p> <p>Pantone 7479 C CMYK 63, 0, 63, 0 RGB 5, 206, 124 HEX 05CE7C</p>	<p>SOCCER</p> <p>Pantone 902 C CMYK 45, 0, 75, 0 RGB 87, 229, 91 HEX 57E55B</p>	<p>VOLLEYBALL</p> <p>Pantone 7408 C CMYK 0, 22, 98, 0 RGB 255, 200, 0 HEX FFC800</p>	<p>HOCKEY</p> <p>Pantone 185 C CMYK 0, 95, 88, 0 RGB 255, 62, 46 HEX FF322D</p>
<p>BASKETBALL</p> <p>Pantone 1495 C CMYK 0, 50, 90, 0 RGB 255, 128, 63 HEX FF803F</p>	<p>CURLING</p> <p>Pantone 310 C CMYK 50, 0, 15, 0 RGB 50, 216, 234 HEX 32D8EA</p>			

Sports Emblem & Wordmark on Sport Colours

Alterations or different colour combinations are not permitted.

White	Black	Field Hockey	Cross-Country	Swimming	Wrestling	Track & Field	Football	Rugby	Soccer	Volleyball	Hockey	Basketball	Curling

MARKET Regular Season Branding

Each of the four MARKET sports (basketball, football, hockey and volleyball) have a unique pictogram and wordmark which is arranged with the U SPORTS emblem to help build awareness for each sport throughout the season. These arrangements are referred to as banners.



PHOTO
Brian Rouse, 2017
ArcelorMittal Dofasco
U SPORTS Men's Final 8,
Trevor MacMillan

MARKET

Basketball Banners

The emblem container was inspired by the silhouette of the championship banners, and the orange by the colour of a basketball. Alterations or effects of any kind are not permitted.

Versions and Backgrounds

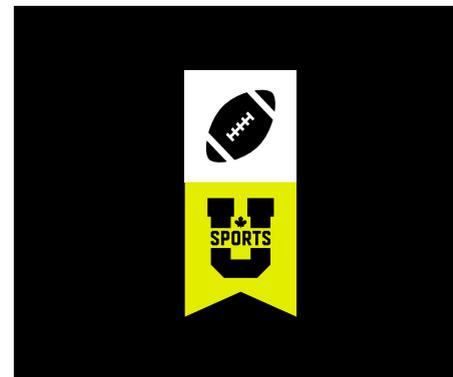
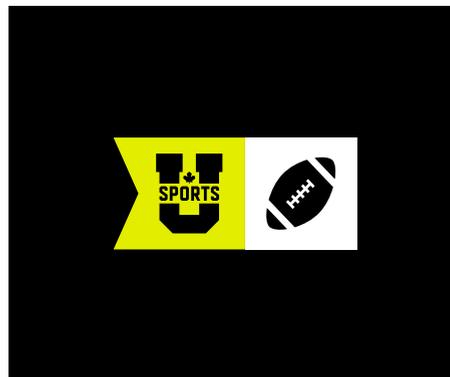
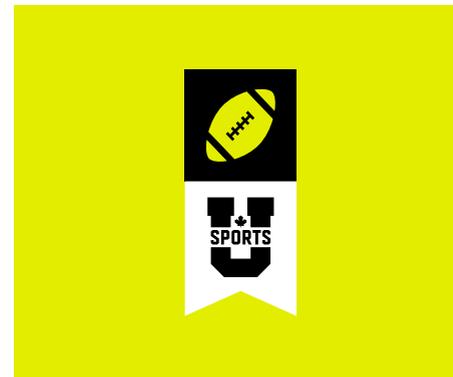
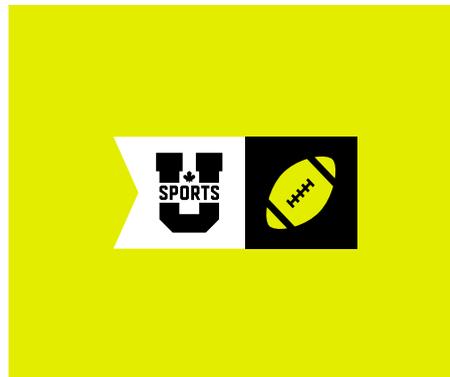
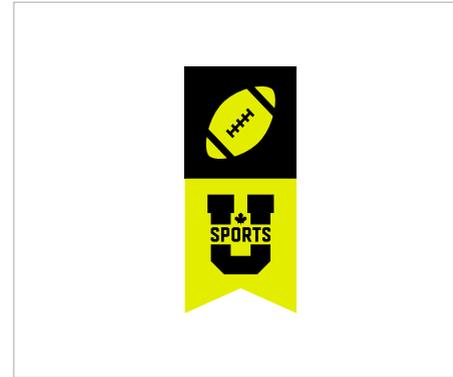
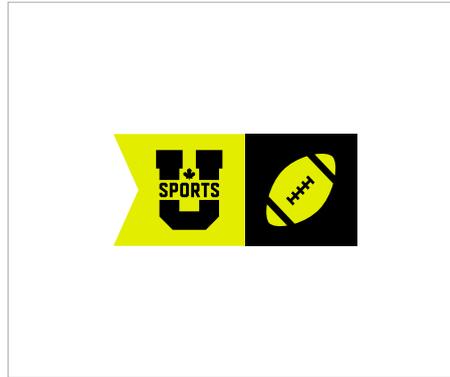


MARKET

Football Banners

The florescent yellow was inspired by the courageous, dynamic energy of the sport as well as the vibrantly coloured hydration beverages associated with football celebrations. Alterations or effects of any kind are not permitted.

Versions and Backgrounds

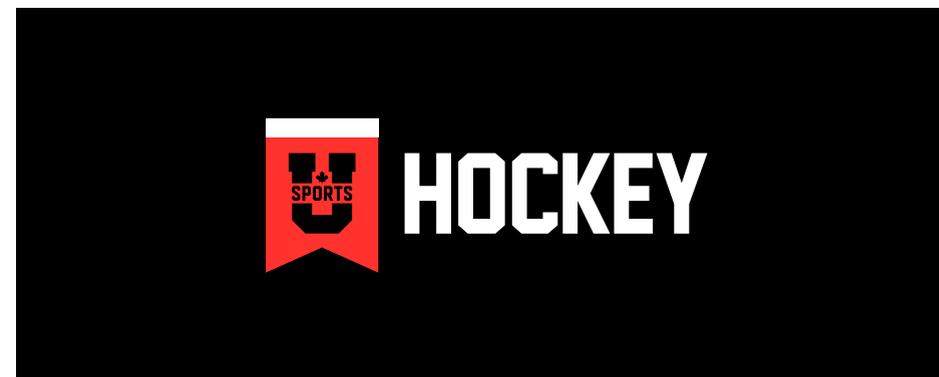
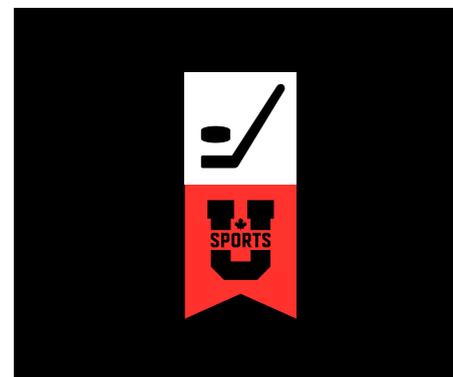
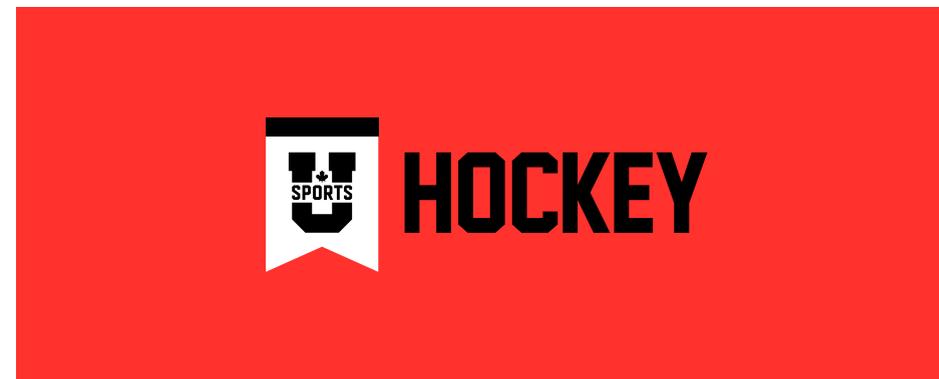
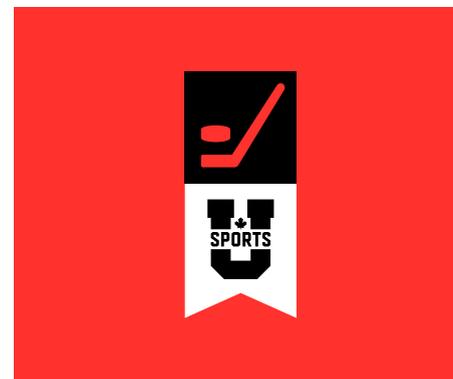
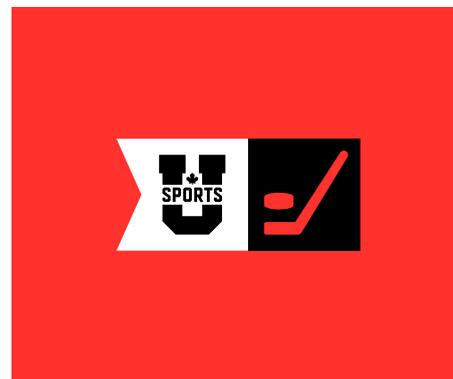
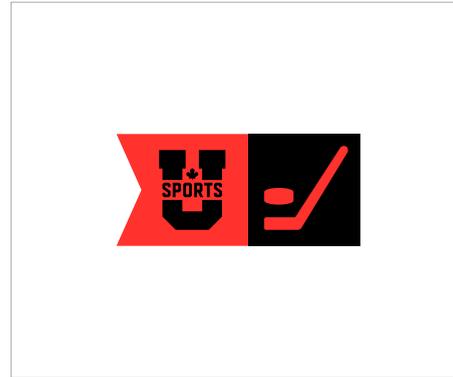


MARKET

Hockey Banners

The red suggests the bond between the sport and Canada. Alterations or effects of any kind are not permitted.

Versions and Backgrounds



MARKET

Volleyball Banners

The red suggests the bond between the sport and Canada. Alterations or effects of any kind are not permitted.

Versions and Backgrounds





MARKET

Design Examples

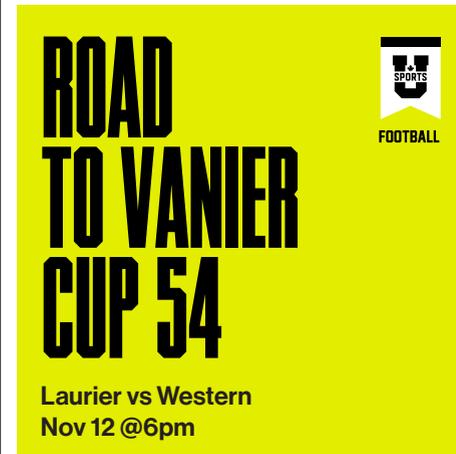
The design principles demonstrated below apply to all three MARKET sports.

Applying



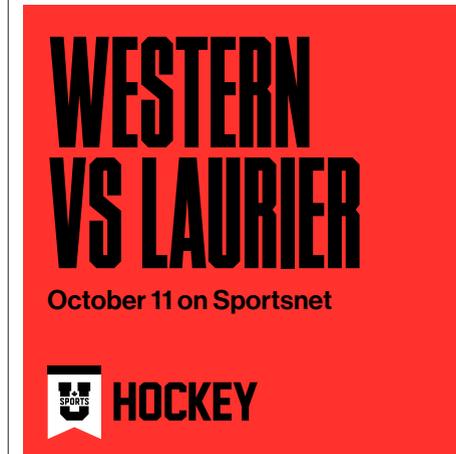
Non-verbal MARKET sport banner.

Applying



Verbal MARKET sport banner.

Applying



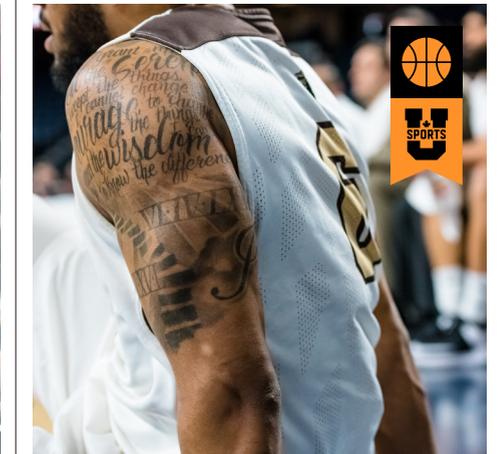
Verbal MARKET sport banner.

Applying with Photography



Verbal MARKET sports banner.

Applying Non-Verbal Emblems

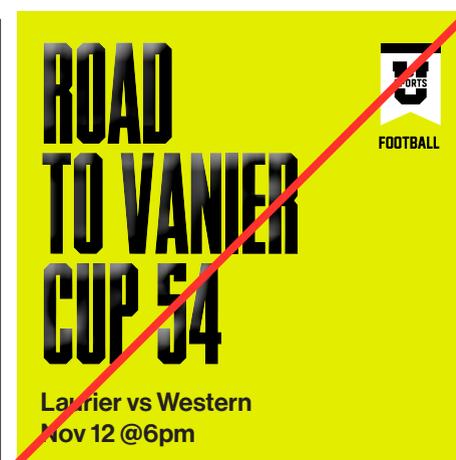


Non-verbal MARKET sports banner.

NOT PERMITTED



Do not create new versions or arrangements of MARKET sport banner.



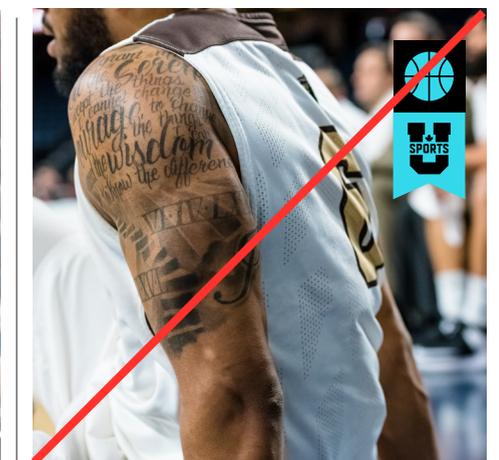
Do not add effects to any elements.



Do not use more than one U SPORTS emblem per design application.



Do not apply on busy backgrounds. Always place in an area with low visual noise or over a solid colour.



Do not recolour the sport banner.

MARKET
Partner Lock-Ups

The partner lock-ups demonstrated in these examples apply to all MARKET sports.



NON-MARKET
Regular Season
Branding

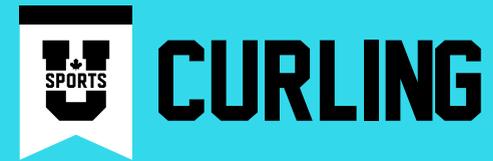
The NON-MARKET sports have a unique coloured banner that is arranged with the U SPORTS emblem to help build awareness for each sport throughout the season.



PHOTO
2016 U SPORTS Cross
Country Championships,
Laval University

**NON-MARKET
Banners**

The NON-MARKET sport banners may be used with or without wordmarks. Alterations or effects of any kind are not permitted.



NON-MARKET
Banners

The NON-MARKET sport banners may be used with or without wordmarks. Alterations or effects of any kind are not permitted.



NON-MARKET Banners

The NON-MARKET sport banners may be used with or without wordmarks. Alterations or effects of any kind are not permitted.



**TRACK & FIELD
ATHLÉTISME**



**WRESTLING
LUTTE**



**TRACK & FIELD
ATHLÉTISME**



**WRESTLING
LUTTE**



**TRACK & FIELD
ATHLÉTISME**



**WRESTLING
LUTTE**

NON-MARKET
Design Examples

The design principles demonstrated below apply to all NON-MARKET sports.

UBC VS UVIC

October 11 Octobre
6pm PST
usports.ca



FIELD HOCKEY
HOCKEY SUR GAZON



NON-MARKET Sports Design Examples

The design principles demonstrated below apply to all NON-MARKET sports.

Applying



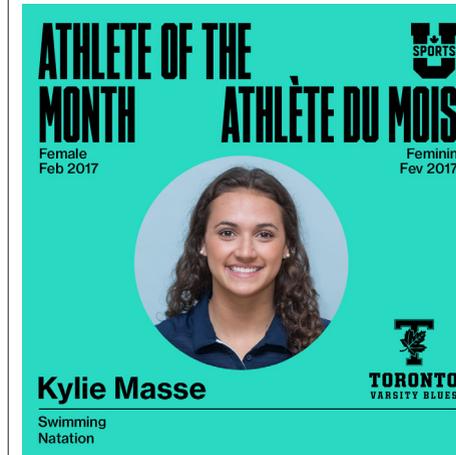
Verbal sport banner.

Applying



Verbal sport banner.

Applying



It is not always required to use the sport banner. This example uses the respective sport colour and black U SPORTS emblem.

Applying with Photography



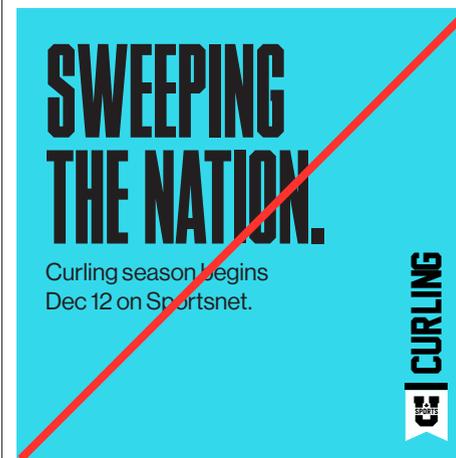
Verbal sport banner.

Applying Non-Verbal Emblems



A non-verbal sport banner may be used if applied with photography of the sport.

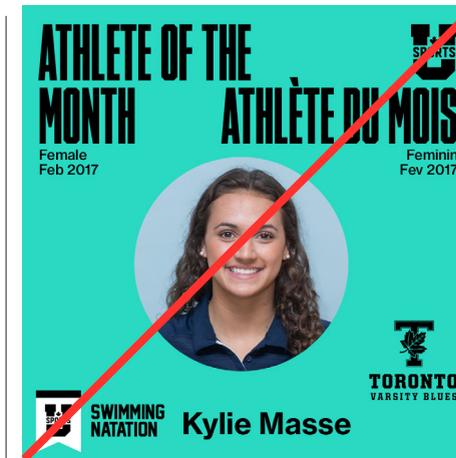
NOT PERMITTED



Do not create new versions or arrangements.



Do not add effects to any elements.



Do not use a sport banner and a U SPORTS emblem on the same application.



Do not apply on busy backgrounds. Always place in an area with low visual noise or over a solid colour.



Do not recolour the sport banner.



5

PROGRAMS & AWARDS

PHOTO
2017 USPORTS Swimming
Championships, Yves Longpré

**Programs
& Awards**
All-Canadian Awards

PHOTO
U de Montreal

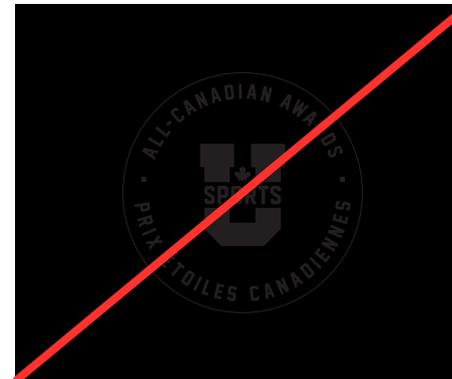
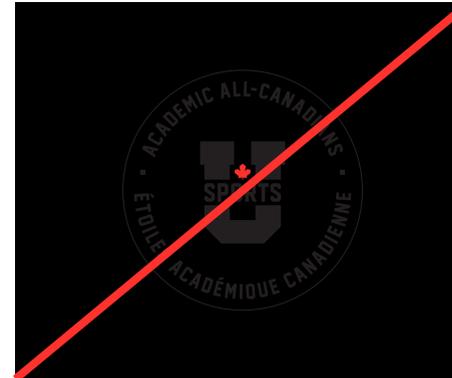
All-Canadian Awards Logo

Description to be provided by
USPORTS.



**Academic
All-Canadian Awards
Logo**

Description to be provided by
USPORTS.





6

WRITING

STYLE & TERMINOLOGY

PHOTO
Marie-Alex Belanger,
Universite de Montreal,
Ben Johnson

**Writing Style
& Terminology**
Terminology
Tone of Voice

Official name:
U SPORTS

Athletes

Student-Athletes

Sport Programs

When referencing our sports programs we use sports not athletics.

Sport & Years

Year + Sport

Example: 2018 Swimming

Championship Names

Championships

Official Naming – Long vs. Short

VERSION A1: Long with event name
Year + U SPORTS + Sponsor + Gender + Event Name + Sport + National Championship(s)

—
2018 U SPORTS (Sponsor) Men's University Cup Hockey National Championship

VERSION A2: Long without event name
Year + U SPORTS + Sponsor + Gender + Event Name + National Championship(s)

—
2018 U SPORTS (Sponsor) Women's Soccer National Championship

VERSION B1: Short with event name
Year + U SPORTS + Sponsor + Event Name

—
2018 U SPORTS (Sponsor) Vanier Cup

VERSION B2: Short without event name
Year + U SPORTS + Sponsor + sport + National Champions(s)

—
2018 U SPORTS (Sponsor) Wrestling National Championships

Champions & Medalists:

Champions Sport specific
U SPORTS + National + Sport + Champion(s)

—
U SPORTS National Basketball Champion

Non-sport specific
U SPORTS National Champion

Medalists

Generic medalists
U SPORTS National Champion
U SPORTS Silver Medalist

Sport specific medalist

VERSION A1: without event name
Year + U SPORTS + Sponsor + National + Sport + Medal Colour + Medalist

—
2018 U SPORTS (Sponsor) National Swimming Bronze Medalist

VERSION A2: with event name
Year + U SPORTS + (Sponsor) + Event Name + Medal Colour + Medalist

—
2018 U SPORTS (Sponsor) University Cup Champion
2018 U SPORTS (Sponsor) University Cup Silver Medalist

Non-Championship Event

Year + U SPORTS + Sponsor + Event Name

—
2018 U SPORTS (Sponsor) East/West Bowl

Awards

Sport Awards

Championship All-Canadian Award Events

Year + U SPORTS + All-Canadian + Sport + Awards + Event type

—
2018 U SPORTS All-Canadian Football Awards Banquet

First and Second Team All-Canadians

2018 U SPORTS Volleyball First Team All-Canadian
2018 U SPORTS Football Second Team All-Canadian

Athlete of the Year Awards

2018/2019 U SPORTS BLG Athlete of the Year Awards

Athlete of the Month

U SPORTS Athlete of the Month

Athlete of the Week

ArcelorMittal Dofasco U SPORTS Athlete of the Week

Academic Awards

Academic All-Canadian Awards

2018/2019 U SPORTS Academic All-Canadian Award

Top 8 Awards

2018/2019 Governor General's Academic All-Canadian Commendation

International Program

Team Name

Program, U SPORTS International

URL

usports.ca

At the heart of the U SPORTS brand is the belief that writing must work together with the visual identity to create a memorable, consistent and exciting brand touchpoint.

A fresh approach

U SPORTS will tell our own stories in a way that is bold, progressive and youthful. Of course, as in all top-quality journalism, clarity and accuracy come first. But the tone of voice we choose demands considerably more latitude of speech in order to engage consumers in what is increasingly a Twitter world. We will strive for the following virtues: Punchy. Witty. Knowledgeable. Authentic. Fresh. Above all, without veering into traps like hyperbole or clichéd memes, our duty is to do everything possible to engage positively—and entertainingly—within the contemporary context of sports consumption and social media conversation. Remember, much if not most of what we write will be read on a phone.

Be concise

Packing the most amount of information into the smallest space is always the goal in writing, but especially for our purposes. Sports are not about dry disquisitions that ramble on and on. They involve active verbs and precise timing, dramatic moments and speedy resolutions. So too should our accounts, be they game reports, athlete biographies or tournament previews. One punchy, memorable paragraph will always be more valuable than a full page of prosaic information.

See the whole picture

The foundation of all good sports reporting is a human story. Every athlete has one, with elements that include factors like place of birth, family sports pedigree, type of upbringing, and the challenges faced before (and during) their U SPORTS career. The use of

these sorts of revelations will embroider a fuller story on any athlete. Likewise, teams themselves have stories much like individuals. They may be a powerhouse program, or a small-school struggler punching over their weight.

What about their traditions of camaraderie? Sideline rituals and even physical and verbal talismans are always potentially of interest. So too are the antics of fans.

Student dimension

The main difference with the sports stories of our focus is that the subjects also have a full life as a student. Whenever possible and useful, the educational highlights of the athlete's life on campus should be referenced in connection with their athletic achievement. This includes traits like outstanding grades, unusual majors,

noteworthy projects, charitable involvement, unusual skills and so forth.

Be now

As with other sports brands, the U SPORTS brand is retroactive. By that we mean that competitions that occurred when our organization operated under different names will nevertheless be referred to as U SPORTS events. E.g.: Stafford led his team to back-to-back U SPORTS hockey championships in 1989 and 1990.

Special relevance

Is a particular athlete a member of her sport's national team? Does this player have Olympic trials in the short-term agenda? Has she participated in other elite-level sports? It is our contention that the public is insufficiently aware of how good these student-athletes really are in global terms. The Olympics

helps redress that, but it's our task to continually frame the context of excellence.

7



PHOTOGRAPHY

PHOTO
2017 U SPORTS Women's
Volleyball Championship
Presented by Jason Rinaldi,
Ryerson University

- Photography**
- The Brief
- Emotion
- Action
- Lifestyle
- Details

ryersonrams.ca

RYERSON RAMS

RYERSON RAMS

Canada
Mikasa
ETS
U SPORTS

#WeRRams
ETS
MIKASA
ryersonrams.ca

U SPORTS imagery reflects the unique qualities, personality and lifestyle of university athletics. Photographs should always be documentary in terms of both approach and content. The ability to expose candid, real moments is always to be preferred over resorting to staged imagery.

Depth of field

Many sports are played in atmospheres with complex backgrounds. Consider using extremely shallow depth of field to help separate the action from background noise. This can be especially effective when using medium lenses such as 50mm or 35mm.

Positioning / Perspectives

Photography must be dynamic, and the use of varied points of view will enhance that mission. We encourage shooters to use a wide range of perspectives, from close-up to wide, from bird's-eye to worm's-eye view, with the knowledge that each different athletic event offers new opportunities for dramatic options in terms of set-up. Remember too that finding creative ways to make and frame images is more important than ever in the Instagram era. Don't be afraid to keep it loose, and feel free to experiment with new backgrounds, angles and shooting positions to help tell the story in a fun new way.

Framing

Events should also be framed to reflect the passion and excitement of university sport. When possible, avoid backdrop-ping student-athletes against areas where there are empty seats or limited audience coverage. Also, consider the opportunities achieved by framing elements in the shot to add depth, over the shoulder of a fan shooting a photo with their phone, or using a stadium's vomitory to help frame the action in a unique way.

Simplicity

Treatment and colouring should be bright and natural, or black and white. Please do not oversaturate, add effects and overlays, or otherwise modify simple, dramatic photography.

Use in Layout / Crediting

When using a U SPORTS photograph in layout, it should always be accompanied by the photographers name, school represented, event, year and if possible, athlete name and/or other notable information.

Photography

Emotion

Student-athletes are remarkably passionate about sport. Emotions run high both on and off the field. Photograph action and reaction during play as well as pre and post-game where some of the best pictures can happen.



PHOTO (LEFT)
2017 ArcelorMittal Dofasco
U SPORTS Men's Final 8,
Trevor MacMillan

PHOTO (TOP RIGHT)
Ryerson Rams, 2016
OUA Wilson Cup, Trevor
MacMillan

PHOTO (BOTTOM RIGHT)
UBC Thunderbirds, 2015
ArcelorMittal Dofasco
Vanier Cup Presented by
Promutuel Insurance,
Yan Doublet



Photography

Action

We represent elite athletes. Photography should capture the strength, finesse and agility that is part of the excitement. Note too that drama is expressed both by the athlete's body and by her face, as well as fan reactions in the background.



PHOTO (LEFT)
Regular season, Hockey,
Kyle Blaney

PHOTO (TOP RIGHT)
Regular season, Cross
Country, Guelph

PHOTO (BOTTOM RIGHT)
Regular season, Venizelos
Koutsoulanos, Ryerson
University



Photography Lifestyle

Beyond the field of play, photography should reflect the unique aspects of the university athletics lifestyle, whether lifting weights at the gym or listening to music before a match. Other dimensions include fan activities, sideline talismans and the sort of bonding rituals common to most team sports.

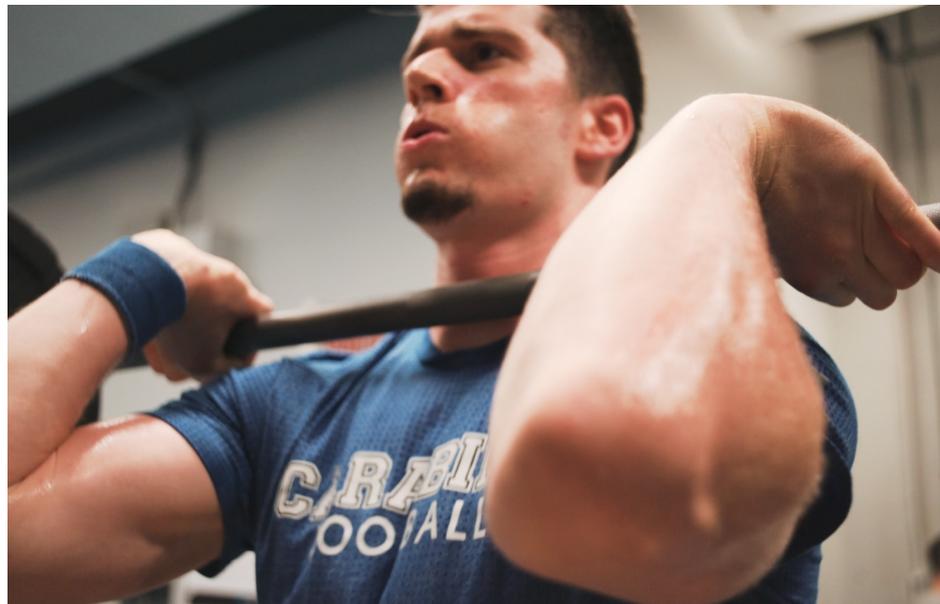
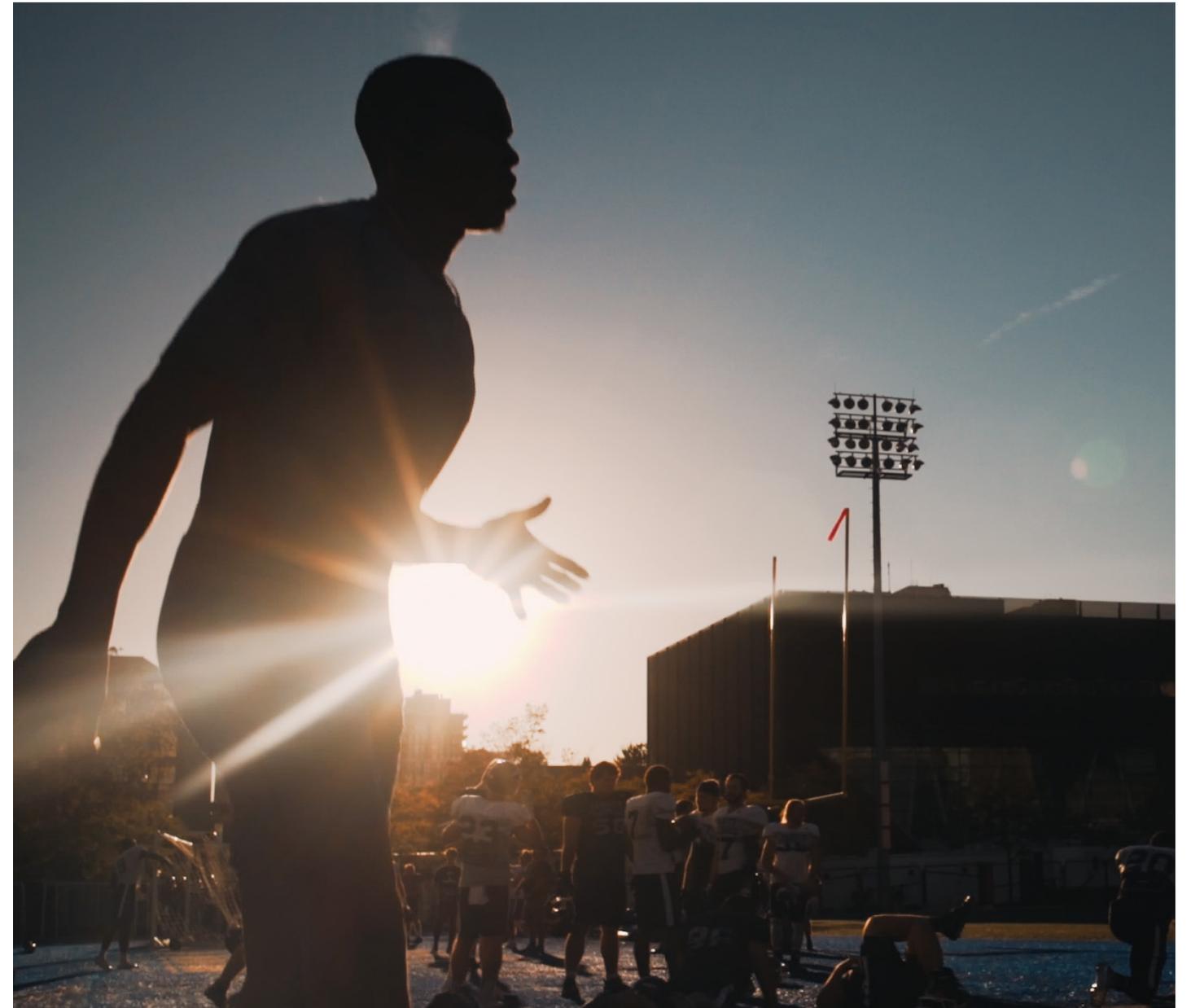


PHOTO (TOP LEFT)
Marie-Alex Belanger,
Universite de Montreal,
Ben Johnson

PHOTO (BOTTOM LEFT)
Montreal carabins football,
Ben Johnson

PHOTO (RIGHT)
Rayshaun Franklin, Toronto
Varsity Blues, Ben Johnson



Photography

Details

Consider the details that surround the sport — the textures, the unseen beauty, the moments behind the moments.



PHOTO (TOP LEFT)
2017 ArcelorMittal Dofasco
U SPORTS Men's Final 8,
Trevor MacMillan

PHOTO (BOTTOM LEFT)
Ryerson Rams, 2017
ArcelorMittal Dofasco
U SPORTS Men's Final 8,
Trevor MacMillan

PHOTO (RIGHT)
Ryan Ejim, 2017
ArcelorMittal Dofasco
U SPORTS Men's Final 8,
Trevor MacMillan



8



PUBLICATIONS

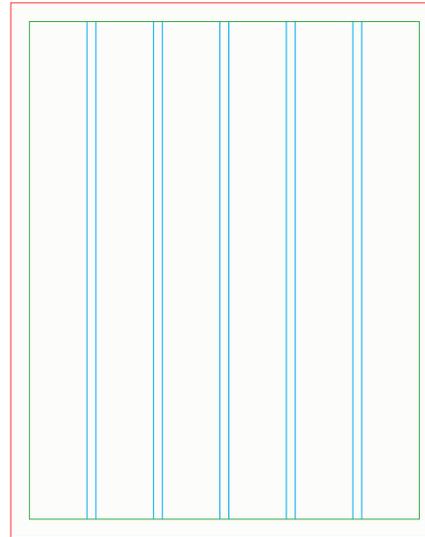
PHOTO
2017 ArcelorMittal Dofasco
USPORTS Men's Final 8,
Trevor MacMillan

Publications
Creating a Grid
Typographic Hierarchy
Examples

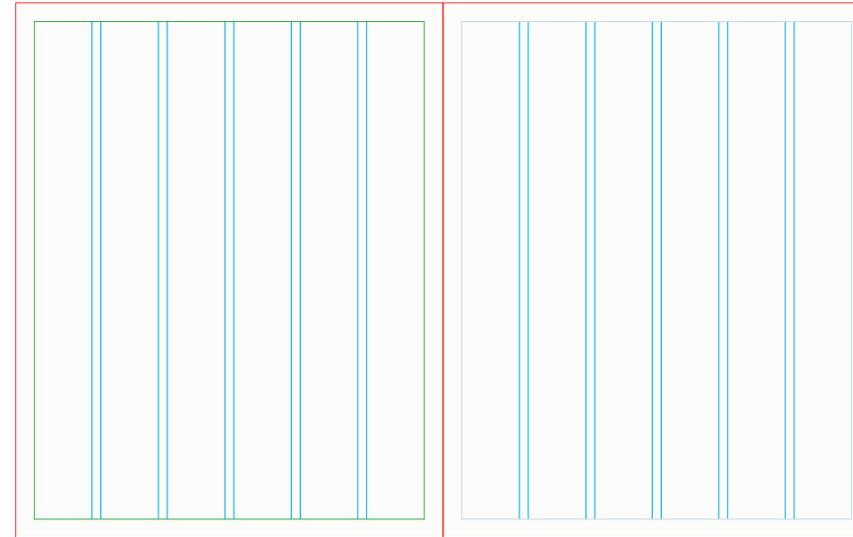
Publications: Creating a Grid

Grids help maintain an underlying structure and elegant ratios. They are an essential aspect of the U SPORTS visual language. The following underlying grids should be used for all communications.

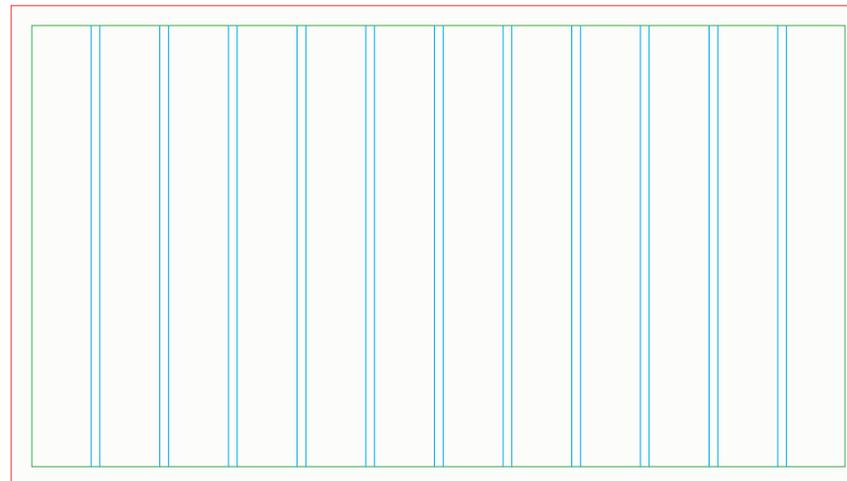
Vertical Layout
Single Page,
6 column grid



Vertical Layout
Double page spread
6 column grid on each page



Horizontal Layout
Single Page,
12 column grid



MARGINS

Choose a size for the margins at the top, sides and bottom of the page. For all standard printers, leave a safe area margin of at least 0.5 inches on all sides.

COLUMNS/ COLUMNS GUTTER

For each page, create a set number of margins. For vertical formats, 6 margins is a good starting point. For horizontal formats, 12 margins should be used to start. Depending on the format, these numbers may need to be adjusted.

The column gutter is the space between columns. Usually this is no more than 0.165 inches for standard sized pages.

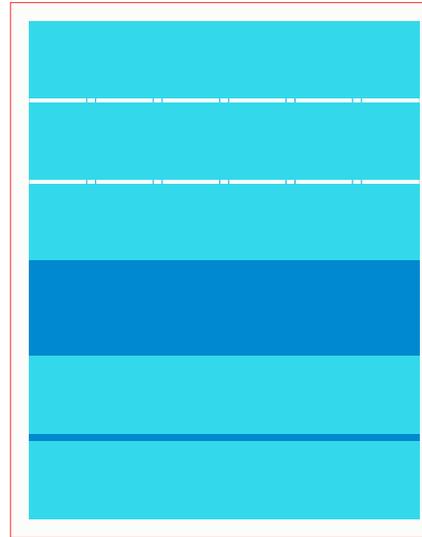
LIVE AREA

This is the area where most layout design will now occur.

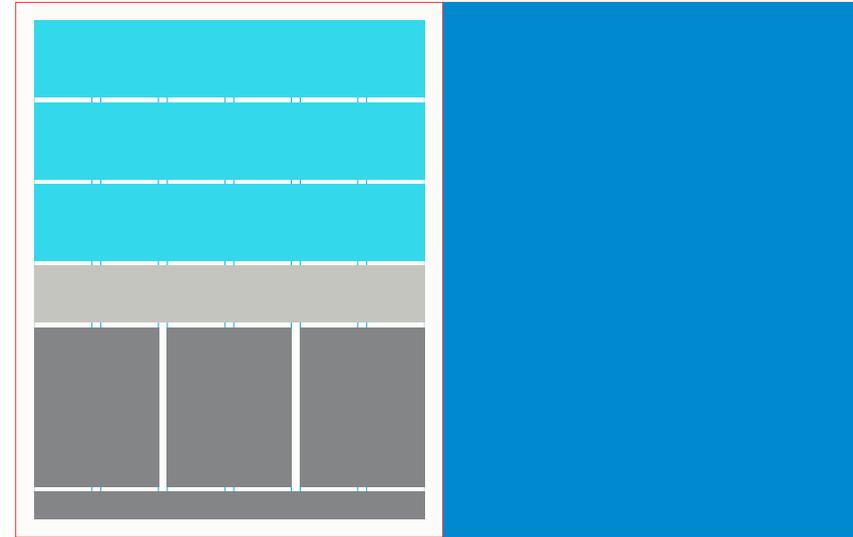
Publications: Typographic Hierarchy

It is important to maintain a dynamic relationship between page elements. The examples here balance the visual hierarchy of various layout elements, set on a structured grid.

Vertical Layout
Single Page,
6 column grid



Vertical Layout
Double page spread
6 column grid on each page



Horizontal Layout
Single Page,
12 column grid



HEADLINE

Large text introducing the layout, can be varying sizes.

DEK/PULL QUOTES

A dek features 1-2 introductory sentences that summarize the content.

A pull quote is a line of text taken from main content and highlighted in larger text.

BODY COPY

This is the main story or text

IMAGES

Photography or illustrations within the layout

Publications: Examples

The pages presented here reflect the visual dynamics that should be present throughout U SPORTS communications. Note the use of bright + bold colour and typography arrangements.

Vertical Layout
Single Page,
6 column grid



Vertical Layout
Double page spread
6 column grid on each page



Horizontal Layout
Single Page,
12 column grid



9



PARTNERS

PHOTO
Laval Rouge et Or, 2017
ArcelorMittal Dofasco U
SPORTS Women's Final 8,
University of Victoria

Partners
Partner Lock-ups

Partner Lock-ups

When specified in your agreement, U SPORTS partners may lock-up with the emblem. The partner logo should be scaled to ensure equal weight and visual balance with the U SPORTS emblem.

All partner lock-ups must be approved by U SPORTS before use.

Partner Lock-Up



Tri Lock-Up





10 TEAM CANADA

BRAND

PHOTO
Gabriela Stafford, 2015
Summer Universiade,
Mathieu Belanger

International Brand

Emblem

Applying the Emblem

International Wordmark

Applying the International Brand

Team Canada Emblem

As the national member of la Fédération Internationale du Sport Universitaire (FISU), we facilitate high performance competitive opportunities for Canadian student-athletes. Separate Winter and Summer World University Games (Universiades) are held every two odd years, and World University Championships are currently offered every two even years.

Putting the U SPORTS maple leaf front and centre, the Team Canada emblem represents our student-athletes on the international stage.

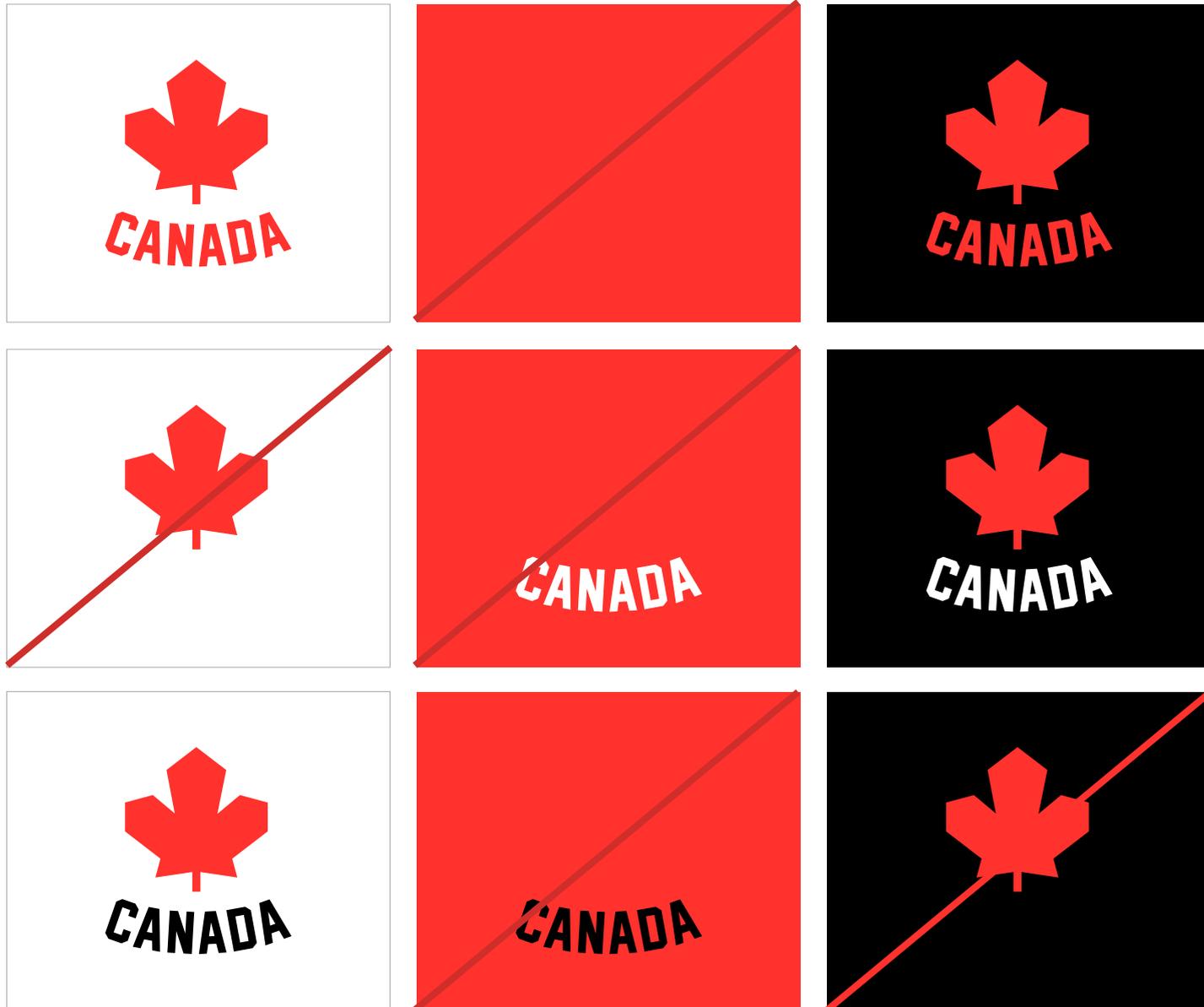


Emblem

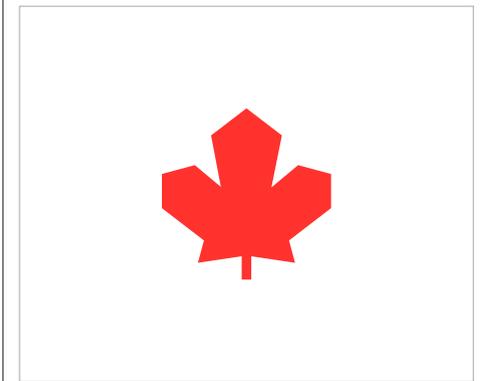
Versions and Backgrounds

The following are the only permitted colour combinations for the Team Canada emblem. Alterations or effects of any kind are not permitted.

Versions and Backgrounds



Non-Verbal



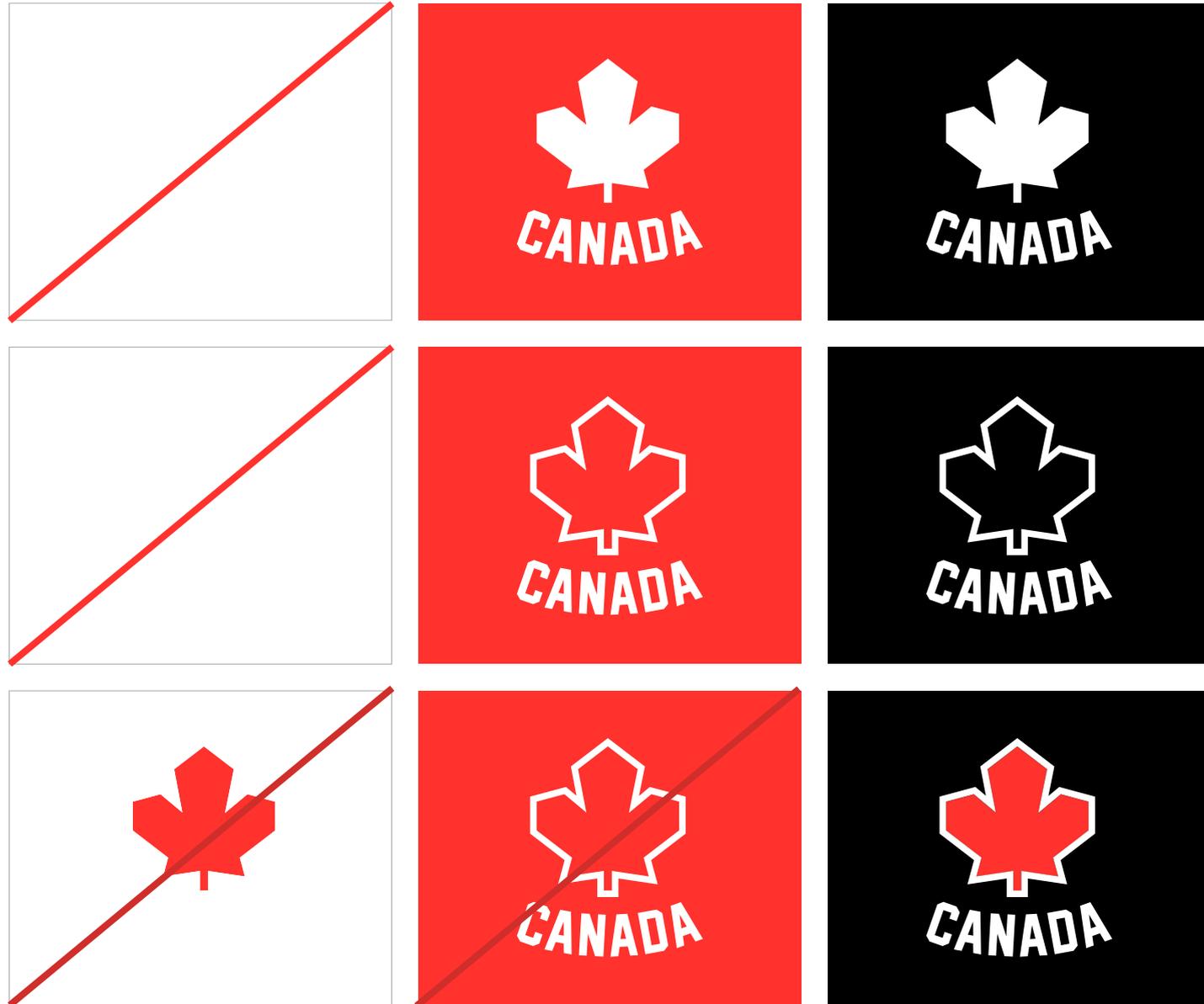
All Team Canada emblems may be used without the wordmark.

Emblem

Versions and Backgrounds

The following are the only permitted colour combinations for the Team Canada emblem.

Versions and Backgrounds



Special Case



When production limitations apply, such as greyscale applications or special edition apparel, an all black version of the emblem may appear on white or red.

Emblem

Applying on Non-Primary Backgrounds

Non-primary background colours may be required for applications such as practice uniforms. The following emblems may be used with or without the type lock-up.

White Outline



White Fill



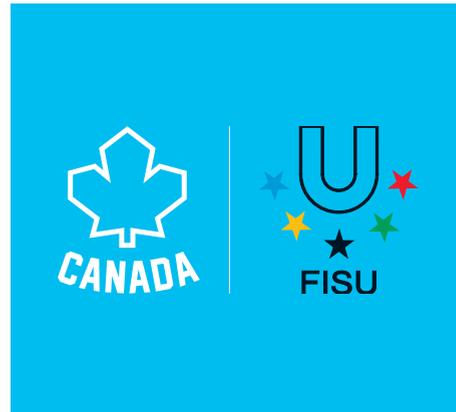
Not Permitted



Not Permitted



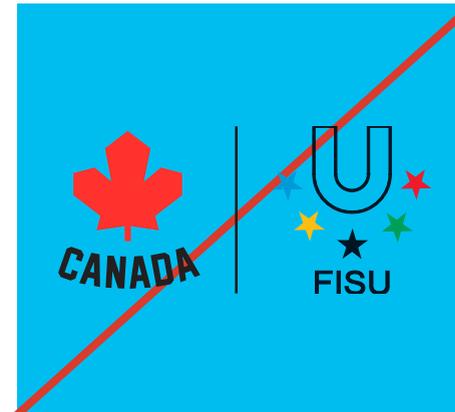
White Outline (lockup with FISU)



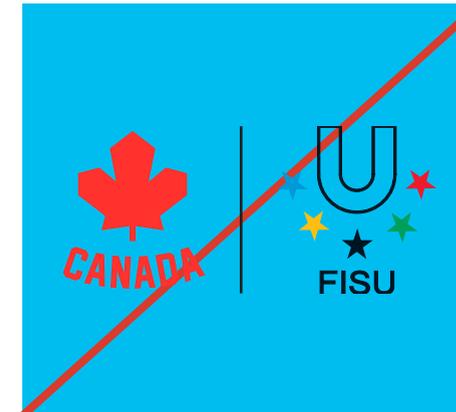
White Fill (lockup with FISU)



Not Permitted



Not Permitted



ARRANGEMENT 1

CANADA

ARRANGEMENT 2

CANADA

ARRANGEMENT 3

CANADA

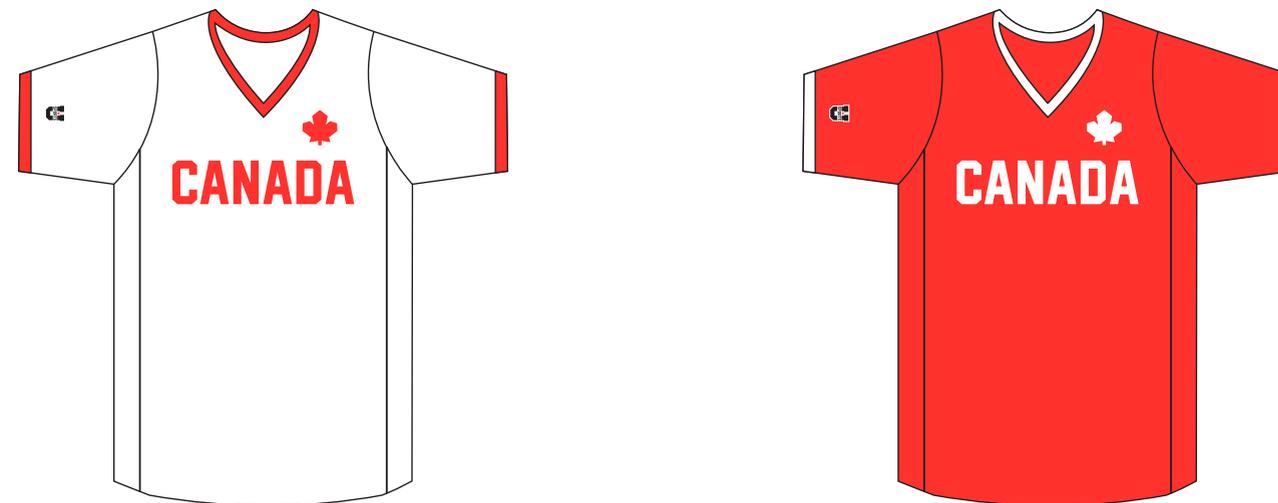
The international brand elements should always be the primary focus of any international products. The U SPORTS emblem should be placed in a secondary position, such as the sleeve of a shirt, or the back yoke of a uniform.

The U SPORTS maple leaf may be used with, or without the Canada wordmark.

Hockey Uniform Example



Soccer Uniform Example



Note: If production techniques do not allow for the Canada wordmark to be applied in an elegant way, the wordmark may be omitted.

Team Canada & USPORTS Lock-Up

It is recommended to use the all-red Team Canada emblem when locking up with the USPORTS emblem.





[USPORTS.CA](https://usports.ca)